Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 GUATEM 04297 082108Z
ACTION EB-07

INFO OCT-01 ARA-14 ISO-00 DODE-00 NSAE-00 USIA-15
TRSE-00 ERDA-07 CIAE-00 COME-00 /044 W
----------111898 090653Z /13
R 081939Z JUL 77
FM AMEMBASSY GUATEMALA
TO SECSTATE WASHDC 6686

UNCLAS GUATEMALA 4297

E.O. 11652 NA
TAGS: BEXP GT
SUBJ: GUATEMALA FY 1977 COMMERCIAL ACTION PROGRAM

REF: 76 GUATEMALA A-24, GUATEMALA 2300

1. THE EMBASSY PROPOSES THAT THE FOLLOWING CAMPAIGN BE ADDED TO OUR FY 1977 CAP AS A REPLACEMENT FOR CAMPAIGN #5 WHICH WE RECOMMENDED BE DROPPED IN REFTEL.

2. CAMPAIGN #7

ANNUAL MAN DAY ALLOTMENTS - FSO-5 GRIFFIN 3 MDS, FSL-9 VILLA-GRAN 5 MDS, FSL-7 SOLARES 5 MDS

FUNDS - 0 TRAVEL - 0
THIS NEW CAMPAIGN WILL ATTEMPT TO PROMOTE A FURTHER INCREASE IN IMPORTS OF US CONSUMER GOODS, FOLLOWING WHAT WAS A VERY SHARP RISE IN 1976. THE REMAINING THREE MONTHS OF THE 1977 CAP, JULY, AUGUST AND SEPTEMBER, ARE THE CRUCIAL MONTHS IN WHICH DECISIONS ARE MADE ON IMPORTS FOR THE CHRISTMAS SEASON. CONTACT WITH LOCAL FIRMS SHOULD, THEREFORE, BE PARTICULARLY PRODUCTIVE AT THIS TIME. SHOULD SUFFICIENT INTEREST BE FOUND IN IMPORTING US CONSUMER GOODS, WE WILL CON-SIDER CONTINUING THIS CAMPAIGN IN THE 1978 CAP.

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ACTION #1

BEGINNING IN JULY, VILLAGRAN WILL PAY CALLS ON THE LEADING DEPARTMENT, MEN'S, DRY GOODS AND TOY STORES TO OFFER OUR ASSISTANCE IN CONTACTING US SUPPLIERS, IN PARTICULAR THROUGH THE TOP PROGRAM.

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ACTION #2

GEGINNING IN JULY, SOLARES WILL CONTACT THE LEADING
BOUTIQUES AND WOMEN'S AND CHILDREN'S APPAREL STORES
TO OFFER OUR ASSISTANCE IN CONTACTING US SUPPLIERS,
IN PARTICULAR THROUGH THE TOP PROGRAM.

ACTION #3

A SPECIAL EFFORT WILL BE MADE TO PROMOTE GUATEMALAN
ATTENDANCE AT THE SW MEN'S AND BOYS' APPAREL MARKET,
AUGUST 14-17, DALLAS, TEXAS AND THE WOMEN'S AND CHILDREN'S
APPAREL MARKET AUGUST 27-SEPTEMBER 1, DALLAS,
TEXAS, AND OTHER SELECTED SHOWS IN THE CONSUMER PRODUCTS FIELD.
BOSTER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977GUATEM04297
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Document Unique ID: 00
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Expiration:
Film Number: D770244-0598
Format: TEL
From: GUATEMALA
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770779/aaaacqgp.tel
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Original Classification: UNCLASSIFIED
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Reference: 76 GUATEMALA A-24, 77 GUATEMALA 2300
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Nov-2004 12:00:00 am
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Review Exemptions: n/a
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SAS ID: 1924996
Secure: OPEN
Status: NATIVE
Subject: GUATEMALA FY 1977 COMMERCIAL ACTION PROGRAM
TAGS: BEXP, GT
To: STATE
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vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/bae0146f-c288-dd11-92da-001cc4696bcc
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